



# THREE RINGS

THE BALLANTINE NEWSPAPER



Vol. 8, No. 2

P. BALLANTINE & SONS

March 1964

## SALUTE TO THE IRISH



Sure it's the map of Ireland written all over the beautiful face of Transportation's Mary Kearney, runner up in last year's Miss Irish America contest. Mary, who was born in County Mayo, is surrounded by Ballantine point of purchase signs featuring a map of the Emerald Isle. In saluting the holiday, Ballantine circulated the colorful maps in the major metropolitan areas of the Northeast. In addition, a retailer give away map and Irish song sheets were also made available.

## Ballantine Sign Wins Award

A "Cold Ballantine Beer" wall sign won a "Special Merit Award" recently in competition with hundreds of other Point-of-Purchase signs representing a wide variety of consumer products on a national and regional level.

The award was presented in the

Fourth Annual Merchandising Awards contest recently completed by the Point of Purchase Advertising Institute. The sign was produced for Ballantine by Goodren Products Corporation of Englewood, N. J.

## NEW TRUCKS ON ROAD



Truman Toland, Ballantine's Art Director, gives final inspection to one of our new trucks. Our new fleet, complete with eye-catching colors, made its public debut early this week in a caravan which rolled across New Jersey's Essex County. Newark officials joined Ballantine executives in brief ceremonies at City Hall starting the caravan on its way.

## N. Y. C. Reporters Assn. To Honor Ballantine

The New York Newspaper Reporters Association has announced the selection of P. Ballantine & Sons to receive the organization's 1964 Service Award.

Andrew T. Hatcher, Associate Press Secretary to President Lyndon B. Johnson, will travel from the White House on Wednesday, March 18th, to make the presentation to Ballantine for the Reporters group.

The presentation ceremony will take place at the association's dinner in the Hotel Manhattan in New York City.

## Ratigan Leader In N.Y. Parade

Bottler Thomas Ratigan, recently elected President of the Roscommon Society of New York, led the Roscommon contingent in New York's famed St. Patrick's Day Parade. Tom is the first Jerseyman to head the organization.

In reporting the honor, the Newark Evening News said of Tom, "If there is an Irish-American organization in Newark with which he is not affiliated there is no record of it. His charitable endeavors are numerous and he is active in the Veterans of Foreign Wars. He served in the Navy."

Tom was very easy to spot in the parade. He stands at six feet, seven inches and weighs 290 pounds.

## Family Day At Yankee Stadium Set For June 13

The seventh annual Ballantine Employees' Family Day at Yankee Stadium will be held on Saturday June 13th. The American League Champion Yankees will meet the Chicago White Sox that day.

In announcing the date for this year's Family Day bus trip, Recreational Co-ordinator Robert Geiger said tickets will probably be on sale by late April or early May.

Persons interested in joining the Family Day committee are asked to call Mr. Geiger on extension 523.

## Ballantine Treasurer Harold N. Tisch, Dies

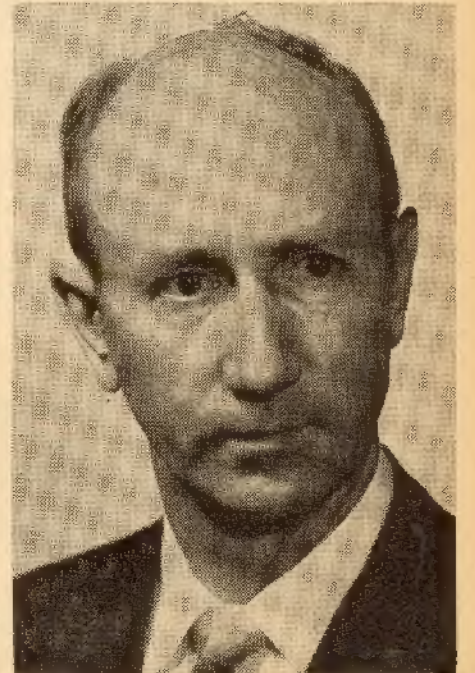
Ballantine Treasurer Harold N. Tisch died of a short illness on Wednesday, February 26 in Lenox Hill Hospital, New York. He was 53.

President Carl W. Badenhausen noted Mr. Tisch's death "with deep regret" and said "this is a great personal loss to those of us who have worked with him for many years."

Mr. Tisch began his brewing industry career in 1938 with the Feigenspan Brewing Company. When that company was acquired by Ballantine in 1943, Mr. Tisch was named assistant to the treasurer. He was promoted to Ballantine assistant treasurer in 1952 and became Treasurer in May, 1959. At the same time he was named Assistant Secretary of the Company.

Mr. Tisch was very active in the community, particularly in youth work. He was a trustee of the Boys' Club of Union and a district committee member of the Union County Council of Boy Scouts.

He was also chairman of the comptrollers division of the Brewers' Board of Trade and was a member of the National Association of Ac-



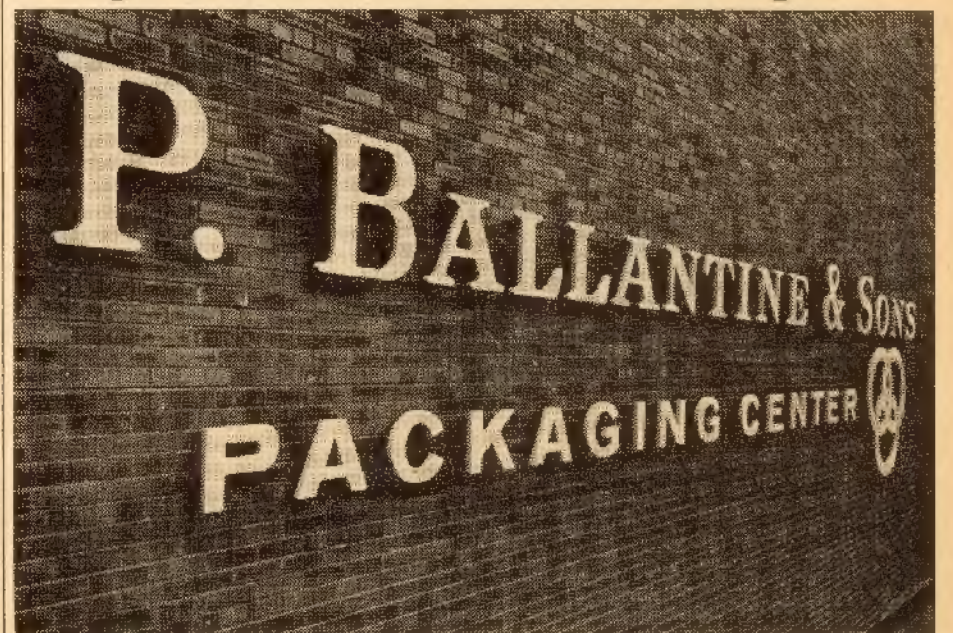
Harold N. Tisch

countants and the Galloping Hill Estates Civic Association.

Mr. Tisch was a resident of Union, New Jersey for 25 years. He joined the Ballantine Quarter Century Club in 1963.

He is survived by his wife, Mrs. Anna Munz Tisch, sister of Personnel's Rudy Munz; two sons, Robert B. and Gary N.; and a sister, Mrs. John Softly.

## Hughes And Addonizio Here April 8



New Jersey Governor Richard J. Hughes, and Newark's Mayor Hugh J. Addonizio, will be among the top dignitaries present for the formal dedication of our new Warehousing and Packaging plant which will take place on Wednesday, April 8th.

Other state, national and local

government officials, and business, civic, union and industrial leaders will also be on hand for the ceremonies.

The new plant, part of our three-year, huge expansion-construction program, is one of the most modern facilities of its kind in the brewing industry.



# PINPOINTED . . .

## Up the Ladder

Promotions in the news:

*Edward Cunningham Jr.* from relief salesman to bottle salesman, N.Y.C. Bottle Sales.

*Robert Duval* from merchandising representative to relief salesman, Wethersfield, Connecticut Branch.

*Carol Horvath* from typist clerk to steno clerk, Sales.

*Michael Martini* from merchandising representative to relief salesman, N.Y.C. Bottle Sales.

*Bernard Ward* from relief salesman to bottle salesman, Wethersfield Branch.

\* \* \*

## Dumas Eyes Florida

Driver *Art Dumas*, a member of the Quarter Century Club, is looking forward to his retirement later this year and moving into the new apartment he purchased in Coral Ridge Towers East, a development located in Fort Lauderdale, Florida . . . Art said he has been planning what to do after retirement for the past few years and is sure the Florida spot will suit him fine . . . he invites other soon-to-be retirees to "come on down."

\* \* \*

## Messina Re-Elected

Purchasing's *Fred Messina* has been re-elected to a fourth consecutive term as president of the Louise D. Shugard Shelter and Day Nursery of Newark . . . active in community affairs, Mr. Messina is also Mayor of Shrewsbury.

\* \* \*

## Meets First Lady

*Denise Brooks*, daughter of Red Bank's *Ed Brooks*, toured the White House and had tea with Mrs. Lyndon B. Johnson and daughter Lynda Bird recently . . . Denise was in the capital representing New Jersey in the United States Senate Youth Program . . . state student councils made selections and in all there were two representatives from each state and two from Washington taking part in the program . . . in addition to the White House tour and tea, Denise and the rest of the group spent a week in Washington as guests of the Senate . . . they were allowed to sit on the Senate floor . . . Denise was present when the Massachusetts representatives placed a wreath on the grave of President Kennedy, in Arlington, Virginia.

\* \* \*

## Purse Lost

Medical's *Anita Reich* asks that anyone finding a purse containing some of her valuable personal papers please call her or contact the Personnel Division . . . among the papers in question are bank books, driver's license and registration.

\* \* \*

## Communion Breakfast Speaker

The Reverend *James J. Wilmes*, Eastern Field Director for the Glenmary Home Missioners, will be the principal speaker at the 16th Annual Communion Breakfast of Ballantine employees, which will be held on Sunday, April 5th in the Robert Treat Hotel, Newark . . . the breakfast will follow the 9 a.m. Mass at St. Patrick's Pro-Cathedral . . . Father Wilmes is a former Chicago diocesan priest who was ordained in 1952 . . . he has a Master's Degree and Licentiate of Sacred Theology . . . before assuming his present position he was Director and Dean of Studies at Pius XII Pastoral Center in Hayesville, North Carolina.

\* \* \*

## Six Retire

Sales Promotion's *Julius J. Jacobson*, a 30-year Ballantine veteran, was among six employees who retired in recent weeks . . . the other five are Brewing's *John E. Snyder* and *Daniel Miller*, Warehousing's *Paul Ceresti* and *Guerino Virginio* and Delivery's *Joseph De John* . . . the best wishes of all of us go to them for a happy retirement.

\* \* \*

## Assisting At Indian Reservation

*James G. Cook*, a Ballantine electrician who retired in January, 1963, has moved with his wife to the Sioux Indian Reservation in South Dakota . . . the couple sold their home in Long Island and are now donating their time and abilities for the needy on the reservation . . . Mrs. Cook is teaching and Jim works as a handy man, doing electrician, plumber and carpenter chores . . . in a note to Three Rings, the couple send their regards to all at Ballantine . . . their address is Mr. and Mrs. J. Cook, care of Holy Rosary Mission, South Dakota.

\* \* \*

## Writes From California

Retired Bottling Supervisor *Joe Filan* and his wife Agnes, sent a card to Three Rings from San Juan Capistrano in California . . . Joe says hello to his old friends at Ballantine and hopes everyone is well . . . he says he's having a grand time in California.

## CLOSE TO HOME

It is with sincere regret we report the death of the following employees in the last few weeks:

*William Hain*, Draught Driver. Bill started his Ballantine career in May, 1939 and would have observed his Quarter Century anniversary this year. He lived at 57 Brookside Avenue, Livingston.

*Leo Duff*, Warehouseman. Leo started his Ballantine career in June, 1943. He lived at 8 Calt Drive, Hazlet.

*William Walsh*, Warehouseman. Bill started his Ballantine career in July, 1952. He lived at 672 Jefferson Avenue, Elizabeth.

*Louis Glassman*, Warehouseman. Lou started his Ballantine career in December, 1947. He lived at 1843 Manor Drive, Union.

## Brewing Industry Sets New Records

The United States Brewers Association reports that the final and official U.S. Treasury Department data on the brewing industry for 1963 shows six new all-time records were established by America's brewers including the first 100,000,000 barrel production year in history.

New records included a 2.8 percent increase in sales at 93,794,003 barrels and a new high in total production at 100,631,357 barrels, which compare with 91,197,157 barrels in sales and 96,831,989 barrels in total production for 1962—the previous record year.

The new records pushed the nation's per capita consumption up from 15.1 percent in 1962 to an estimated 15.3 percent in 1963.

## New Arrivals

Mr. and Mrs. *Timothy Manning* announce the birth of a daughter, Elizabeth M., in Midwood Hospital, Brooklyn. Elizabeth weighed seven pounds, three ounces. Dad is a N.Y.C. Merchandising Representative.

\* \* \*

Mr. and Mrs. *Frank De Luca* announce the birth of a daughter, Donna Marie, in St. Elizabeth's Hospital, Elizabeth. Donna Marie weighed six pounds, 12 ounces. She joins two sisters in the De Luca household. Dad is a Bottle Driver.

## Married

*Christopher C. Murray*, N.Y.C. Merchandising Representative, was married to *Mary Cunningham* on February 1st at a ceremony in Greenwich, Connecticut.

\* \* \*

*Elizabeth Blakely*, General Transportation, was married to *William Bain Fraser* on February 22nd at a ceremony in Newark.

## USBA Safety Awards To Ballantine



Ballantine President Carl W. Badenhausen, center, accepts United States Brewers Association's safety contest awards from Henry B. King, left, and Thomas McConnell, 3rd, at the USBA's convention last month. One award was a third place honor, earned by our Delivery Department, in the USBA's nation-wide contest for delivery departments with more than 100 drivers. The other award was a second place win earned by our Tillson Branch drivers in the USBA's Fleet Safety Contest.

## INDUSTRY NEWS

### Greatest Challenge

During the next five years, the brewing industry can look forward to the greatest challenge from legislation than it has known for the past thirty years, according to Henry B. King, president of the United States Brewers Association.

Modern Brewery Age Newspaper reported that: "Speaking in New York while hosting a group of brewing industry business paper editors and publishers recently, Mr. King pointed out that national prohibition has now become a secondary issue and that pure taxation is the greatest threat to stifling the channels of distribution.

"He attributed this to the fact that more and more geo-economic areas are demanding more and more 'home rule'. Using New York City as an example, he cited a recently published article in which the New York Board of Regents had applied to the state legislature for the right to tax to raise money for schools.

"This pattern of 'home rule', Mr. King stated is now becoming increasingly evident to economists. As the right to tax is granted by state legislative bodies, the brewing and beer wholesaling industries will become prime targets as they have in the past.

"As a counteraction, the USBA has recently adopted a new policy around which the entire organization will be geared. Called 'The Positive Posture Program', it will employ 'Task Force' principles to offset proposed restrictive legislation. This will entail detailed research into the areas of social responsibility in each state and the cost of maintaining these institutions with a view towards fully understanding the tax needs of each community. Mr. King indicated that the USBA staff would have to become experts in the fields of education, health and welfare in order to help show legislative groups the way to solve their problems."

### 1964 Chairmen

Among the 1964 committee chairmen appointments announced by USBA Chairman of the Board Thomas McConnell, 3rd, were those of Ballantine Vice President Frank E. Connery to head the Hop Research Committee, and Ballantine's Market Research Director William J. Archer, Jr. to chair the Market Research Advisory Committee.

\* \* \*

### Sports Exhibit

Celebrities from the baseball and boxing worlds will be featured in a sports life exhibit by Ballantine at the April 4 to 11 Philadelphia Travel and Vacation Show in Philadelphia's Convention Hall. Ballantine's exhibit will be staged in conjunction with Scott and Grauer, Philadelphia area distributors for Ballantine.

\* \* \*

### Site for First Meeting

The honor of hosting the first meeting of the newly-formed Draft Beer Specialists Association of America went to Ballantine last month. At the session the members approved a constitution and by-laws. The purpose and scope of the association is to promote service and sales of draught beer. Ballantine's Richard Wilson, of the Service Department, is a member of the Board of Directors.

\* \* \*

### Liebmann Breweries Purchased

Trade publications report that "Liebmann Breweries Inc., one of the nation's oldest brewers, has passed into the control of a major bottler of Pepsi-Cola in New York. Bernard Relin, chairman, and Sheldon S. Wilson, president of Pepsi-Cola United Bottlers Inc. said contracts were signed with the major stockholding groups of Liebmann and a tender has been issued to purchase 100 percent of common and preferred shares. Pepsi-United has acquired all physical properties of Liebmann, the Rheingold name and distribution and sales franchises."



## Ruth Woodward Donates 24th Pint To Blood Bank



Personnel's Cameron Shaw, co-ordinator of the employees' blood bank, presents three gallon donor pin to Ruth Woodward while General Transportation Manager Harold Bliwise and Personnel Manager Ludwig Schueler look on. Ruth, the blood bank's champion donor, reached the three gallon mark at the collection last month.

Ruth "Woody" Woodward has done it again!

Already the Ballantine Blood Bank's champion donor, Ruth contributed her 24th pint, to reach the three gallon mark, at the two-day collection held here last month.

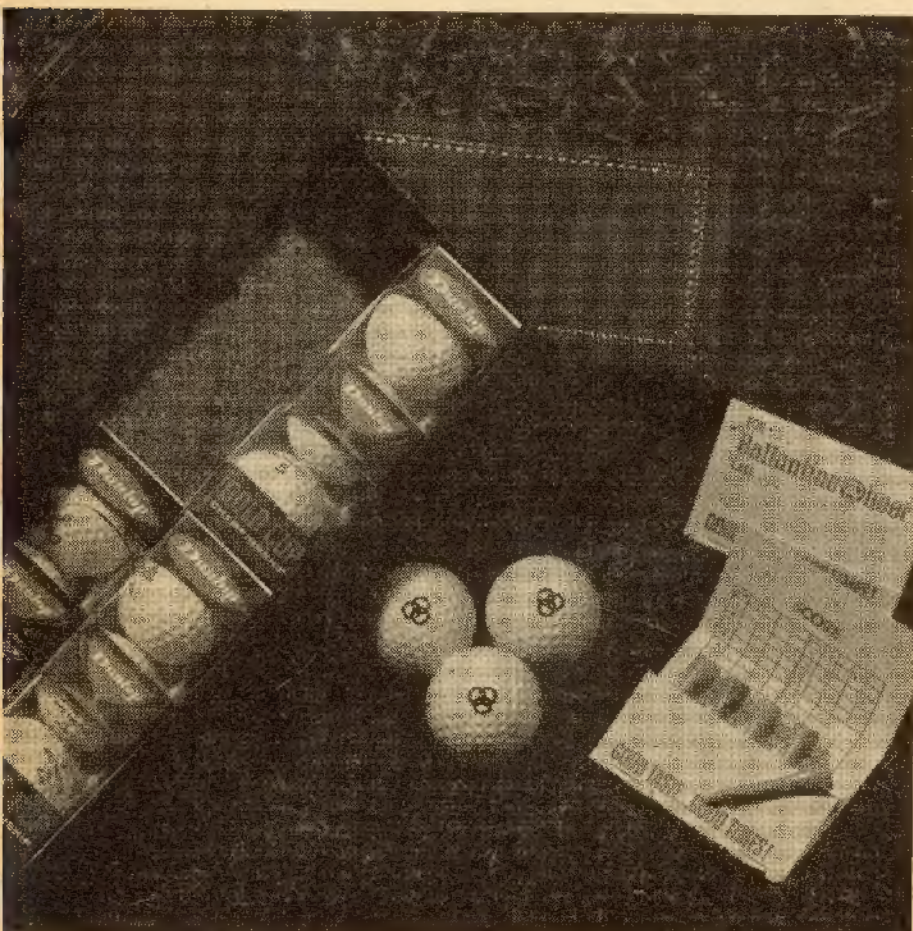
Setting records is nothing new to "Woody", who works in Transportation's Central Files. In her 30th year at Ballantine, she has never missed a day's work due to illness. In fact, she can count the number of absences she's had on one hand, and these were caused by a death in the family, and one day because of a raging blizzard.

Woody considers giving blood to our bank a very worthy cause. She's been among the donors since the bank opened in 1948 and had even donated blood to the Essex County Bank before our own bank got started.

As an indication of how important she thinks being a donor is, she mentions that she was told the last pint she gave here was used the following day, along with other blood, during open heart surgery.

Despite Woody's efforts, last month's two-day collection here netted only 168 pints, considerably lower than usual.

## Golf Balls At Three Ring Shop



With the good golfing weather coming up, it's a good idea to pick up a supply of golf balls, at employee-only prices, at the Three Ring Shop. A package of a dozen costs only \$9.20. A half-dozen for \$4.60. While you're at it pick up some tees. Package of four for ten cents.

## Drum and Bugle Corps Starts Season



Camera catches Ballantine Brewers drum and bugle corps during recent practice session.

The Ballantine Brewers Drum and Bugle Senior Corps, which made its pioneer appearances last year under Ballantine sponsorship, is back this year—bigger and better than ever before.

The Brewers, composed of former national drum and bugle corps junior champions, numbered seventy last year, but has added several men since then. The group consists of seasoned musicians and a color

guard.

A precision corps, with music and drills for fans of all ages, the Brewers made a dozen appearances for Ballantine last year and the group was well received wherever it went. Trips took the corps members from Connecticut to Washington.

The new season for Ballantine was kicked off last Saturday when the group appeared in the High-

lands, N. J. St. Patrick's Day Parade. In addition to twelve 1964 appearances for Ballantine, the Brewers corps will take part in a number of other events this year, including competitions, at no expense to us. In all stops, however, the bass drums, uniforms and banners will carry clear Ballantine identification.

Nationally-known Mickey Petrone is the corps' director.

## Lady Driver Commends Two

Mrs. Philip F. Hoffman, a housewife from Berkeley Heights, N. J., wrote to the brewery recently to commend Ballantine drivers Andrew Adamschick and Alexander Vida who helped her when her car broke down.

In her letter, Mrs. Hoffman said, "With three pre-school children and a fourth on the way I have very little free time. However, I feel compelled to make free time to say a good word about two of your drivers.

"Too seldom we are praised for the kind things we do. Friday, February 7, my car stopped dead at a Super Market in Berkeley Heights. Two of your men were making their delivery and inquired about my trouble. This particular parking field is very hilly and small. They both spent much of their time and energy pushing my car uphill to try to get it started. They finally did and were exhausted. I feel this is the only way I can repay them. I don't even know their names (ed. note: Delivery Department records provided their identity) but they were so pleasant and gentlemanly they speak well for your company. I can't truthfully say you have won a customer by their good-will because we are already Ballantine fans.

"I do hope this letter reaches the right people so that more drivers will be encouraged to spread good will."

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## Hughes And Addonizio Here April 8



## Mrs. Lawler Expresses Appreciation

The widow of former bottle driver Thomas D. Lawler, Jr., sent the following letter to Three Rings last week:

"I wish to express appreciation to all Ballantine employees who were so very kind to my late husband, Thomas D. Lawler, Jr. during his illness. Your visits to our home and to the hospital, bringing the decorated Christmas tree and the many "Get Well" cards all played a part in boosting our morale during an extremely trying period.

"I shall always remember in our hour of bereavement your kind words of consolation, spiritual bouquets, Masses, beautiful floral pieces and contributions to the Cancer Society.

"The generosity of P. Ballantine & Sons in furnishing Life Insurance and a Hospital Plan with such broad benefits, plus the donations of blood by employees to the Blood Bank, proved what a wonderful organization and wonderful people my husband was associated with."





## Men Bowlers Wondering: Will History Repeat?

Will history repeat itself?

That's the big question today in four out of the six men's bowling league divisions, and there's plenty of reason for the speculation.

Take the Extra Fine Division for example. There, just like last year, the big battle is between the Supervisors team and the Pipe Shop team. Last year the Supervisors squad won the title on the final night of play. What makes this race even more unusual is the fact the Supervisors won the Company championship in 1963 and 1961, while Pipe Shop earned that same title in 1962.

In the Handy Division, last year's titleholder, the Golden Harvest team, now leads by a full eight games, the best edge any one team now enjoys in the entire league. The Golden Harvest men hold both the high team game and high team

In the Body Division there's a two way tie for first place between the Crisp Refresher and Crooked Arms teams. In second place, hoping history does not repeat itself, is the Bottle Drivers 1 team, only three games away from first. Last year the Bottle Drivers were in the midst of the Division fight right up until the end, but lost out to the Draught Platform 5 squad. This year Draught Platform now holds ninth but the Drivers are still in a runner-up spot. They hope to change that in the next few weeks.

There's no history attached to the final two Division races, unless you want to count the long league history of close competition. In the Flavor Division the Unquenchables and Solid Five teams are tied for first and hold a full eleven game lead over the rest of the competition. In the Three Ring League the rest of the group spent a week in Washington as guests of the Senate . . . they were allowed to sit on the Senate floor . . . Denise was present when the Massachusetts representatives placed a wreath on the grave of President Kennedy, in Arlington, Virginia.

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### Purse Lost

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### Assisting At Indian Reservation



Quintet consisting of Kay Mullee, Carol Kretzmer, Pat Saunders, Joyce Ilaria and Jo La Vecchia, represented our Girls' Bowling League in the Essex County Women's Bowling Tournament last Saturday. Tournament results were not known when Three Rings went to press.

## It's Yanks And Ballantine For 18th Straight Year

The Yanks are coming and for the 18th straight year Ballantine will bring them. That's the Three Ring message to metropolitan area fans anxious for their first 1964 look at their baseball heroes.

The initial peek comes this Saturday, March 21st, when Ballantine will sponsor the telecasting of the exhibition game between the Yanks and their World Series foes, the Los Angeles Dodgers.

That game, which will begin at 1:25 p.m., three other exhibition tilts, plus 125 regular season games will be telecast in the New York-New Jersey area over WPIX, N. Y., Channel 11. On the radio side, WCBS will broadcast the full schedule of 162 games and is right now in the middle of broadcasting an extensive Spring training schedule.

The Yanks open the regular season on Tuesday, April 14th, against the Boston Red Sox in Yankee Stadium. Of the 125 regular season games to be telecast by WPIX, 78 will be home games and 47 will be on the road.

In addition to the WPIX coverage and WCBS broadcasts, Ballantine will sponsor Yankee play by play descriptions on eight other television stations in a several state area, and over 40 radio stations.

For the tenth straight year Ballantine will also sponsor both radio and television coverage of the Philadelphia Phillies games in the Pennsylvania area. Four television stations and 23 radio stations will carry the action. The Phillies open up the regular season against the New York Mets on April 14th.

Washington Senators fans will also find Ballantine has their interest at heart as Three Ring brews bring Senators' games to the public for the fourth straight year over WTOP radio and television in Washington. The Senators start the season at home on Monday, April 13th, against Los Angeles.

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### Plant and Branch Reporters

Bottle House, Plant 1, John Tallman; Brewery, Plant 1, Rosey Rosamilia; Credit, Ruth Brennan; Engineering, Jane Brozowski; Sales Promotion, Helen Miller; N. J. Bottle Sales, John Lapp; N. J. Draught Sales, Andy O'Brien; New York Office, Lucy Gruebler; Payroll-Accounting, Fred Wilhelm; Personnel, Millie D'Alessandro; Production Office, Dorothy Reilly; Route Drivers, Artie Buehrer; Sales, Kay Reilly Huff; Sports, Rosey Rosamilia and Mike Kiselyk; General Transportation Office, Frank Winnicki; Warehouse, Al Platz; Albany, Bill Peterson; Baltimore, Eleanor Chaney; Cranston, Mary R. Mullen; Fairfield, Adele Daley; Hamden, Nancy O'Day; Red Bank, Peggy Lund; Tillson, Elaine F. McCann; Washington, Frank E. Confinetti; Wethersfield, Lenore Magnell.

TRADEMARK "THREE RINGS"

REG. U. S. PAT. OFF.

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## BEST AMONG 50,000



Claudia Ledwith of Bloomfield, N. J. won the grand prize in the AMF-Ballantine Pro-Am Bowl-O-Rama recently completed in the New York City Coliseum. The tourney, which narrowed down to 160 finalists at the Coliseum, originally drew 50,000 entries. Miss Ledwith's prize was a trip for two to Puerto Rico. She's shown here with, from left, bowling great Lou Campi, Ballantine Vice President Bert L. Megowan, sportscaster Jerry Coleman and AMF Vice President Woody Woodruff.

## TRIO WINS FISHING HONORS



Trophies for fishing honors were presented to three Ballantine men last month at a meeting of the Salt Water Anglers of Bergen County. Bob Jones, kneeling, received the Club's 1963 Championship Trophy, while Walter Martin, left, and Ed Zalenski, right, received trophies for catching the heaviest Pollack and Cod, respectively, during 1963.